

THE POCKET GUIDE  
TO AUERBACH  
COMPUTER  
TECHNOLOGY  
REFERENCE SERVICES





A FULL RANGE OF  
REFERENCE PUBLICATIONS  
TO  
SERVE YOU

Since its inception, AUERBACH Standard EDP Reports has been considered the most comprehensive source of authoritative information on computer systems—hardware, software and performance.

Computer technology has continued to advance since then. So have the information services AUERBACH offers business and government.

Today, four separate, internationally-recognized and respected subscription services are published by AUERBACH Info, Inc.

They are:

- AUERBACH Standard EDP Reports
- AUERBACH Computer Notebook
- AUERBACH Data Communications Reports
- AUERBACH Data Handling Reports

Prepared by experienced EDP analysts, these services offer—

- Detailed systems evaluations.
- Performance and price comparisons.
- Periodic updating through regularly published supplements.

No matter what your EDP information need, an AUERBACH reference publication is designed to satisfy it.



## AUERBACH STANDARD EDP REPORTS . . .



This eight-volume service is the most timely and comprehensive independent appraisal of today's EDP systems.

It consists of more than 80 Computer System Reports—standardized analyses enabling “one-for-one” comparisons of the systems covered, on the basis of components, configurations, capabilities, limitations, cost, and performance.

Each Computer System Report describes and analyzes

- System performance—curves showing performance of equipment configurations on “benchmark” problems representative of computer workloads.
- Equipment—performance, features, limitations and prices of the central processors and peripheral devices.
- Software—specifications and performance of assemblers, compilers, operating systems, and utility routines.

Other important features include . . .

- Comparison Charts of performance and costs.
- Special Reports on important topics such as computer rental terms, optical character recognition, digital plotters, and random access storage devices.

Regular supplements to *AUERBACH Standard EDP Reports* contain analyses of new computer systems and keep the previously published material up to date.

You have a computer “expert” as near as your bookshelf by subscribing to *AUERBACH Standard EDP Reports*.

Subscription to this eight-volume service—\$900.00 initial year, \$695.00 per year thereafter. Supplements published ten times each year.

## AUERBACH COMPUTER NOTEBOOK . . .



An up-to-date guide to computer system characteristics, *AUERBACH Computer Notebook* is widely used by subscribers seeking straightforward comparisons of the costs and capabilities of digital computer systems.

Any individual or firm concerned with computers will find it a valuable resource. Among its subscribers are EDP consultants, manufacturers' representatives, computer center managers, sales engineers, and trade publication editors.

The Notebook's Comparison Charts list data on system rentals, hardware characteristics and system performance on typical business and scientific problems. Individual descriptions and price lists offer summaries of the outstanding capabilities, software, features and limitations of each system, along with detailed cost data.

This regularly updated service is used to:

- Keep the subscriber aware of new developments in the computer field.
- Conduct primary investigations of system features and limitations.
- Compare operating performance of present systems with others.
- Evaluate input/output equipment characteristics.
- Review the features, limitations, software and prices of new systems.
- Prepare recommendations to management.

Comprehensive yet compact, *AUERBACH Computer Notebook* will serve you well as a compendium of current-awareness computer information.

Subscription—\$175.00 a year. Supplements published bi-monthly.

AUERBACH  
DATA  
COMMUNICATIONS  
REPORTS . . .



This analytical reference service provides up-to-date information in the rapidly expanding area of digital data communications. It contains the facts and objective appraisals needed to select and operate the equipment that will most effectively meet data communications needs.

Major sections are:

- *System Design*—supplies the background information to analyze communications requirements, survey equipment, and design, install and operate a system efficiently.
- *Common-Carrier Facilities*—describes narrow-band, voice-band, and broad-band communications services, both leased and toll, including cost data.
- *Comparison Charts*—summarizes information on communications terminals and processing equipment, data sets, and Teletype equipment.
- *Communications Terminal Equipment Reports*—details commercially available systems and components that can perform input-output functions in a data communications network.
- *Communications Processing Equipment Reports*—includes detailed analyses of multi-line controllers and free-standing processing equipment.

Now, on your bookshelf, you can have *AUERBACH Data Communications Reports*—a comprehensive source of information to help you answer the daily questions about data communications systems.

Subscription to this two-volume service—\$325.00 initial year, \$250.00 per year thereafter. Supplements published quarterly.

AUERBACH  
DATA  
HANDLING  
REPORTS . . .



*AUERBACH Data Handling Reports* provides the facts and insights needed to evaluate, select and apply computer support equipment. This looseleaf reference service presents detailed reports on the characteristics, performance, prices, applications and limitations of:

- *Source Data Recording Equipment*—adding machines, cash registers, typewriters, and accounting machines that can produce machine-readable records of transactions as automatic by-products of their normal functions.
- *Input Preparation Equipment*—key-punches, verifiers, tape punches, and magnetic tape encoders that record manually keyed data in machine-readable form.
- *Data Transcription Equipment*—optical character readers, card-to-tape transcribers, off-line printer systems, and other devices that convert data from one medium to another.
- *Unit Record Equipment*—sorters, collators, interpreters, and tabulating machines that process unit records.
- *Forms Handling Equipment*—burstlers, delevators, and other devices that handle the printed output from computers and unit record machines.
- *Supplies*—input/output media such as magnetic tape, cards, and forms.

You can do your support equipment “shopping” at your desk—with *AUERBACH Data Handling Reports*.

Subscription—\$325.00 initial year, \$250.00 per year thereafter. Supplements published quarterly.

## ABOUT AUERBACH . . .



AUERBACH Corporation is a leading information systems architect and computer consulting organization.

The reference publications described in this brochure are produced by AUERBACH's Scientific Information Division.

The consulting functions of the company are performed by the technically staffed offices of AUERBACH's Professional Services Group in the United States and Europe.

This unique assemblage of senior scientists, engineers and management experts specializes in information—its collection, processing, storage, retrieval, display, dissemination, and use.

The Professional Services Group assists clients in the areas of . . .

- Management Information Systems
- Information Storage and Retrieval
- Software Systems Design
- Product Planning and Market Research
- Programming
- Mathematical Modeling and Simulation
- Project Management and Monitoring
- Data Communication Systems Design
- Computer System Design

Projects in advanced educational techniques and in-plant training in information systems usage are performed by AUERBACH Institute.

The world-wide reputation of AUERBACH is solidly based on the achievements of its professional staff. In seeking unique and effective applications, it has pioneered in the development of information management techniques.

## HOW TO ORDER . . .

### AUERBACH COMPUTER TECHNOLOGY REFERENCE SERVICES . . .

The next page contains a check list of the reference services described earlier. Clip out the page and mail to:

AUERBACH Info., Inc.  
121 North Broad Street  
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Or, you may want further information on any or all of the reference services.

Write to the same address and we'll forward it to you.

If you prefer to telephone, please call us—collect—at Area Code 215, 491-8359.

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Dear Sir:

Did you ever ride a subway train at rush hour?

If you did, you know what happens when hundreds of people try to jam through those car doors at almost the same time. A bottleneck!

Many computer users have the same problem.

Instead of people, however, it is an information bottleneck, less personal but no less frustrating. EDP systems can process data at lightning speed. But much of the input and output equipment chugs along at a stone-age pace.

Recognizing this as an unnecessary waste of costly computer time, many companies are streamlining the flow of data into and out of their computers with new data acquisition and transcription equipment.

To do this, however, many hours of staff time must be spent in collecting sales information on equipment, evaluating hardware, weighing each feature or limitation, and determining costs and compatibility.

There is an easier way — more efficient and more accurate!

AUERBACH Data Handling Reports, the new analytical reference service, contains detailed reports on all types of computer-support equipment and supplies, a step-by-step selection guide, and a check list of factors to be considered in making your system as efficient as possible. This service is prepared by the experienced EDP analysts from AUERBACH. It is updated and expanded every three months.

The total cost of the entire reference service, plus all supplements for the next 12 months? Just 90¢ a day! When you consider the alternatives, you'll realize — as forward-looking companies across the nation have — that AUERBACH Data Handling Reports places the services of an entire staff of experts at your disposal.

There may be no solution for "jams" in subways. But there is a solution for traffic problems in your electronic data processing system! You can obtain it by filling out the enclosed order card.

Sincerely,

*R. G. Scott*

R. G. Scott  
Director of Customer Relations

RGS:peg  
Enclosures

How can I  
get informed—  
and  
stay informed—  
about  
data handling  
equipment?





Should we install Mohawk  
Keyed Data-Recorders to re-  
place our keypunches and  
verifiers?

What are the relative merits of  
the Dura, Friden, and SCM au-  
tomatic typewriters for order  
writing? Invoicing? Form  
letters?

Could a Farrington Optical  
Document Reader remove our  
computer input bottleneck?





# THE SOLUTIONS TO YOUR DATA HANDLING PROBLEMS CAN BE AS NEAR AS YOUR BOOKSHELF...

if you subscribe to AUERBACH Data Handling Reports!

Questions on the reverse side of this page are typical of those being asked by executives across the nation. In growing numbers, they are finding the answers in **AUERBACH Data Handling Reports**. This service provides the facts and insights you need to evaluate, select and apply computer support equipment.

## WHAT IT COVERS

**AUERBACH Data Handling Reports** contains detailed information on:

Source Data Recording Equipment	adding machines—typewriters—cash registers—data collection devices.
Input Preparation Equipment	key punches—tape punches—verifiers—magnetic tape encoders.
Data Transcription Equipment	optical character readers — off-line printer systems — card-to-tape transcribers.
Unit Record (Tab) Equipment	sorters — collators — interpreters — tabulating machines.
Forms Handling Equipment	burstors—deleavers.
Supplies	input/output media—magnetic tape — paper tape — cards — forms — ribbons.

## WHAT YOU GET

**AUERBACH Data Handling Reports** contains nine sections in a looseleaf format that permits additions and supplements.

**EQUIPMENT REPORTS** make up five sections and cover major equipment categories. There is a detailed report on each piece of equipment within those categories. Individual reports, in standardized formats to make direct comparisons possible, cover ■ operating procedures ■ performance characteristics ■ input and output ■ controls and indicators ■ specifications ■ applications ■ price data ■ error checking and safeguards.

**COMPARISON CHARTS** summarize the main characteristics of commercially-available data handling equipment.

**SUPPLIES** guide you in selecting items that make up a substantial portion of data processing costs. Charts, plus a complete directory of suppliers, show which firms make and sell each item.

**SPECIAL REPORTS / REFERENCE GUIDES** give you facts and guidelines on data handling topics and enable you to locate information in **AUERBACH Data Handling Reports** on a specific device or a general concept.

**WHY YOU NEED IT**—Whether you are acquiring data processing systems or improving existing ones, **AUERBACH Data Handling Reports** is the indispensable "consultant" that will make your task easier and less expensive. Total cost, including everything published to date and quarterly supplements during the subscription year, is \$325. Renewal price is \$250 yearly.



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